

Strategic Standards, Goals, Objectives, and Initiatives

Standard	Strategic Goals	Strategic Objectives	Initiatives
1. Governance	First Strategic Goal: Ensure efficient governance that meets the college's requirements	<ul style="list-style-type: none"> • Develop the organizational structure, decision-making processes, systems, and performance review mechanisms.
• Build academic and administrative leadership capacities.
• Develop and automate administrative processes and transactions.
• Enhance transparency. 	<ul style="list-style-type: none"> • Review the organizational structure and develop and activate regulations and policies.
• Establish a mechanism for periodic evaluation of college services and performance.
• Develop a system for training and evaluating academic and administrative leaders.
• Support the transition to electronic services and process automation.
• Improve administrative communication channels between college units.
• Institutionalize empowerment, transparency, and grievance procedures.

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2. Academic Programs	Second Strategic Goal: Develop and enhance teaching and learning	<ul style="list-style-type: none"> • Expand bachelor's and graduate programs. • Engage in technical education. • Develop teaching and learning methods. • Strengthen skills within curricula. • Enhance students' practical and field experience. • Improve assessment methods. • Enhance and activate e-learning. • Engage in continuing education programs. • Strengthen partnerships with industry and business sectors. 	<ul style="list-style-type: none"> • Introduce bachelor's and master's programs aligned with labor market needs. • Introduce technical education programs. • Develop continuing education programs (professional diplomas and short training courses). • Improve field training programs and integrate them into curricula while networking with industry and business. • Review academic programs and study plans and develop assessment mechanisms. • Embed skills, values, and belonging in curricula. • Introduce e-learning programs (blended and technology-based). • Improve teaching and assessment methods.

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3. Scientific Research, Scholarships, and Innovation	Third Strategic Goal: Advance scientific research, its outputs, and its commercialization while stimulating innovation	<ul style="list-style-type: none"> • Strengthen multidisciplinary research programs. • Motivate researchers by providing administrative, professional, and infrastructural support. • Expand and enhance graduate programs. • Provide continuous research methodology across basic, applied, and technological research. • Foster innovation culture, patents, and commercialization. • Support student scholarship programs. • Enhance international collaboration. 	<ul style="list-style-type: none"> • Establish procedures to promote research culture and motivate low-output researchers. • Launch support programs for applied and community research. • Develop a sustainable scholarship plan. • Activate the Innovation Center, research centers, and business incubators and enhance faculty and student participation. • Create plans to improve research facilities and equipment. • Define mechanisms to strengthen research partnerships with global universities, research centers, and industry. • Adopt entrepreneurial projects.
		<ul style="list-style-type: none"> • Develop policies for attracting, retaining, and motivating outstanding faculty. • Create a comprehensive evaluation system for faculty. • Improve staff performance and motivation. 	<ul style="list-style-type: none"> • Recruit and retain highly qualified faculty and provide competitive compensation packages. • Provide effective training programs to enhance faculty performance. • Develop a comprehensive digital system for evaluating faculty. • Provide training programs to improve staff performance and evaluation. • Establish a human-resources strategy for the college.
4. Financial, Physical, and Human Resources	Fourth Strategic Goal: Enhance faculty and staff competency		

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	Fifth Strategic Goal: Provide a stimulating infrastructure for learning and ensure financial sufficiency and sustainability	<ul style="list-style-type: none"> • Maximize benefit from buildings and facilities. • Improve internet connectivity within college and university units. • Provide facilities that support extracurricular activities. • Adopt best practices in financial planning and risk management. 	<ul style="list-style-type: none"> • Develop the college's infrastructure and facilities. • Ensure efficient operation and management of resources. • Strengthen maintenance activities and introduce preventive maintenance plans. • Provide suitable conditions for students with disabilities. • Enhance electronic networking across all units and ensure continuous IT service updates. • Develop plans for extracurricular facilities. • Develop short- and long-term financial plans to sustain resources.
5. Student Services	Sixth Strategic Goal: Attract, retain, motivate students, and enhance their services	<ul style="list-style-type: none"> • Develop student attraction and retention plans. • Adopt best practices in student advising and counseling. • Strengthen the college's social environment and student belonging. • Develop student services. • Enhance graduate employability and competitiveness. • Promote cultural awareness among students. 	<ul style="list-style-type: none"> • Develop mechanisms to attract high-achieving students for undergraduate and graduate programs. • Develop mechanisms to improve academic and career advising services. • Develop mechanisms for extracurricular activities and enhance student participation. • Develop mechanisms to enhance cultural diversity and global exposure. • Improve students' English proficiency. • Establish procedures to improve employability skills (communication, etc.). • Develop a system for improving the quality of student services.

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6. Community Service and External Relations	Seventh Strategic Goal: Engage in community-enhancing activities that enrich the college	<ul style="list-style-type: none"> • Strengthen partnerships with the local community.
• Activate communication with alumni.
• Strengthen partnerships with academic, industrial, and service sectors.
• Strengthen international relations. 	<ul style="list-style-type: none"> • Develop mechanisms to institutionalize community partnerships.
• Conduct studies to improve the local community and college environment.
• Institutionalize the role of public and international relations.
• Develop communication mechanisms with alumni and benefit from their expertise.
• Activate the alumni club.
• Activate community consulting centers in college units.
• Develop and activate partnership agreements with academic, professional, industrial, and business entities.
• Develop marketing plans for the college.
			<ul style="list-style-type: none"> • Establish mechanisms to improve the college's image in the job market and society.
• Develop and activate a system for evaluating academic, administrative, and service units.
• Develop an integrated quality-management system for the college.
• Review performance indicators and evaluation methods.
• Develop awareness and training programs on program evaluation and accreditation locally and internationally.
• Establish mechanisms for applying to local and international quality certifications.
7. Quality Assurance Management	Eighth Strategic Goal: Enhance the college's competitiveness, improve its reputation, and ensure quality of operations	<ul style="list-style-type: none"> • Adopt a professional role in marketing and external communication.
• Strengthen the college's presence locally, regionally, and globally.
• Provide necessary support for accreditation and quality standards.
• Improve evaluation processes for academic and administrative units. 	